



July 27, 2017

Mr. Jason Hernandez
Department of City Planning
200 North Spring Street, Room 750
Los Angeles, CA 90012
E-mail:

RE: Applicant: Sightglass Coffee, 7051 Willoughby, Case #ZA-2017-1968-CU

Dear Mr. Hernandez:

On behalf of the Hollywood Media District Property Owners Association (BID), we are writing to support the zone change for the above referenced project, which is located within the BID's boundaries. The applicant's representative met with our PLUM committee on July 6, 2017 to present the project and request the following:

- A conditional use permit to change the use from light manufacturing to coffee manufacturing and production with a café serving the public.

Sightglass Coffee is a small boutique company from San Francisco that provides a unique experience that allows the customer to become fully engaged in every stage of the coffee process - in short the customer learns about their cup of coffee; who and how the coffee was handled from farm to cup.

The location of this proposed establishment is located in a rapidly changing neighborhood with a mix of retail, light industrial and residential. The corner of Sycamore and Willoughby is a coveted location due to the proximity of housing as well as businesses located within the Media District BID.

The Hollywood Media District Property Owners Association encourages the applicant, Sightglass Coffee, to secure parking (validated/reduced fee) for their customers and employees north of their site at 7007 Romaine Street which is currently under construction as a creative office building with a six story parking structure. We fully support the applicant's conditional use request and ask for your approval.

Thank you for allowing us to comment on this project.

Sincerely,

David Bass
Co-Chair PLUM Committee

Ferris Wehbe
Co-Chair PLUM Committee

CC: Miguel Padilla - CIM Group
Council Member David Ryu
Marc Levun - Gonzales Law Group